

Customer Experience (CX) Action Plan



CUSTOMER EXPERIENCE ACTION PLAN

Utah Transit Authority + Motivf
2/26/2025



What is Customer Experience (CX)?

For UTA, Customer Experience is everything a customer experiences on their transit journey, from front door → final destination.



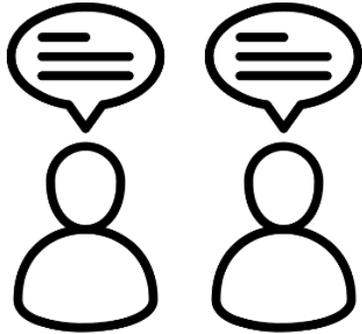
What is a Customer Experience (CX) Action Plan?

It is a document that communicates:

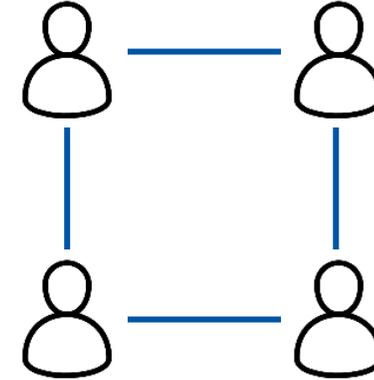
1. Who our customers are and what matters to them
2. How UTA can improve the Customer Experience (CX)



Why Does Having a CX Action Plan Matter?



Fosters a **shared understanding and language** across UTA about what matters to customers and what they experience.



Helps facilitate **coordination of projects** across UTA departments and teams.



How We Created the CX Action Plan

Quantitative Research

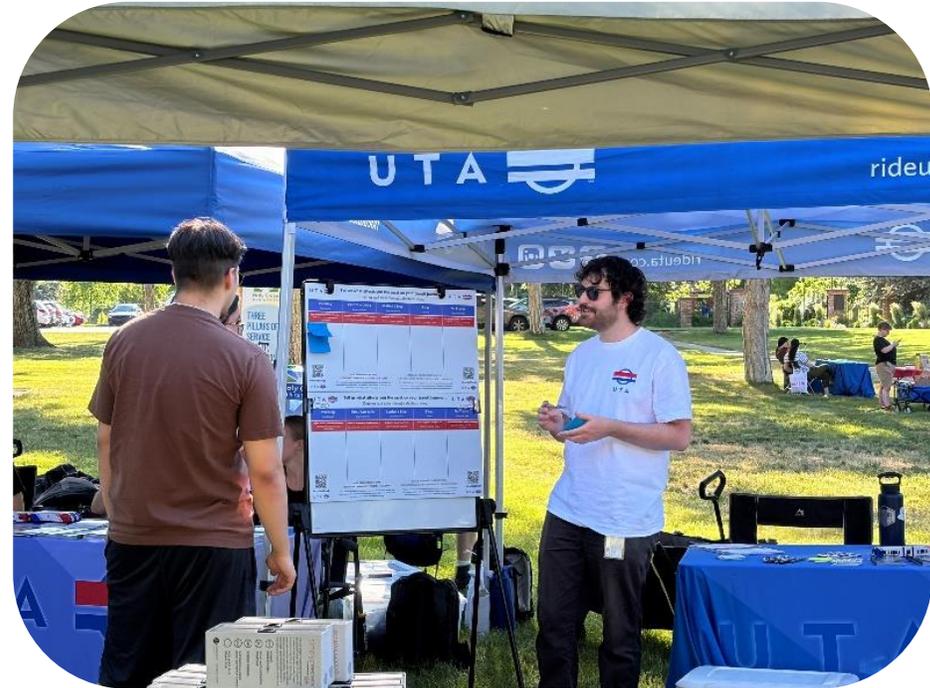
- CX and Route Restoration and Equity Index survey (700+ responses)
- Customer Ideas survey (2,000+)
- Social Media scan (500+)
- News site comments (400+)



How We Created the CX Action Plan

Qualitative Research

- 18 customer interviews
 - 6 customers with limited English proficiency
- 4 meetings / workshops with UTA stakeholders
- Tabling at 25 events throughout service area



How We Created the CX Action Plan

Prior Research

- 12+ past and concurrent surveys

Organizational Engagements

- 2 staff workshops with representatives from every UTA office



Who are UTA Customers?

1. Customer Mindsets
2. Customer Journey
3. Customer Vignettes



Customer Mindsets

Five Customer Mindsets:

 **Deadline**  **Leisure**

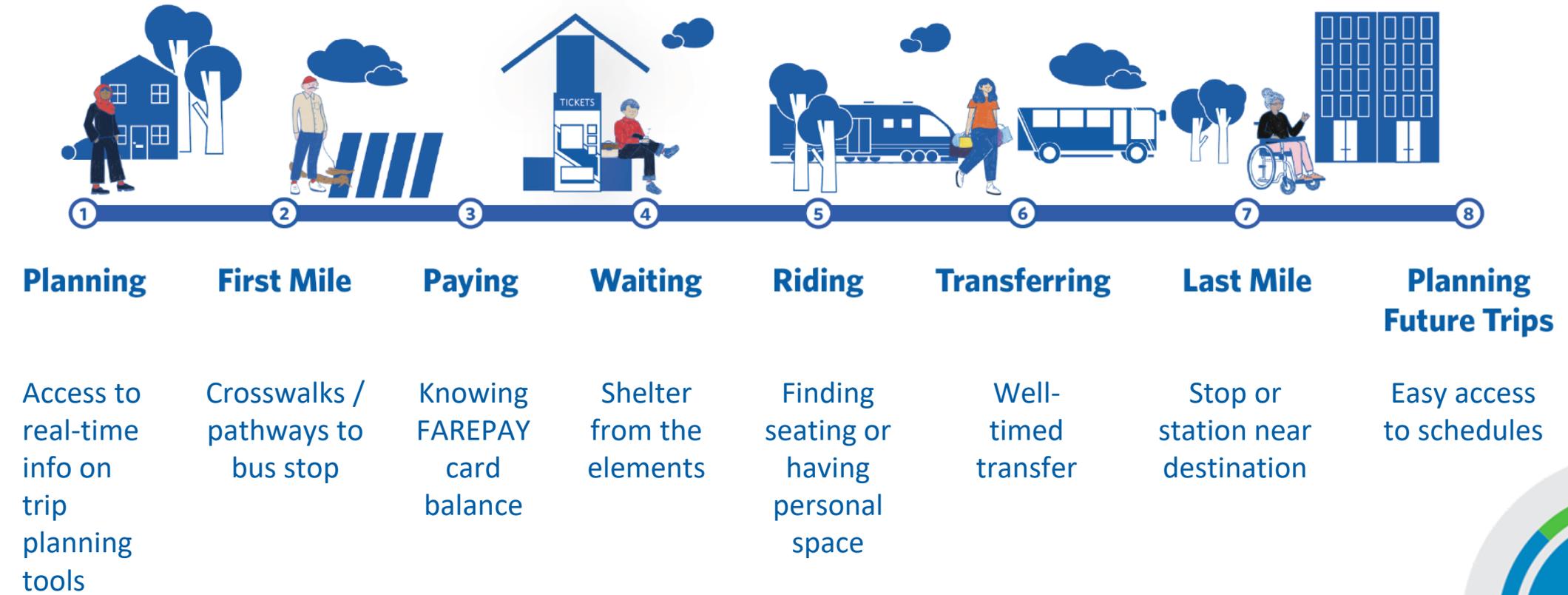
 **Practical**  **Safety**

 **Assistance**



Customer Journey

With common make-or-break moments



Customer Vignettes

Oliver's Journey



Planning

Finding a convenient route on the app



First Mile

TRAX station being only a short walk from the conference



Paying

Being confused about how to use the fare ticket



Waiting

Train not arriving when sign reaches "0"



Waiting

Digital signage not being easy to understand



Riding

5

6

Transferring

Last Mile

7

8

Planning Future Trips



How Can UTA Improve the Customer Experience?

- CX Focus Areas
- Customer Ideas
- CX Action Items

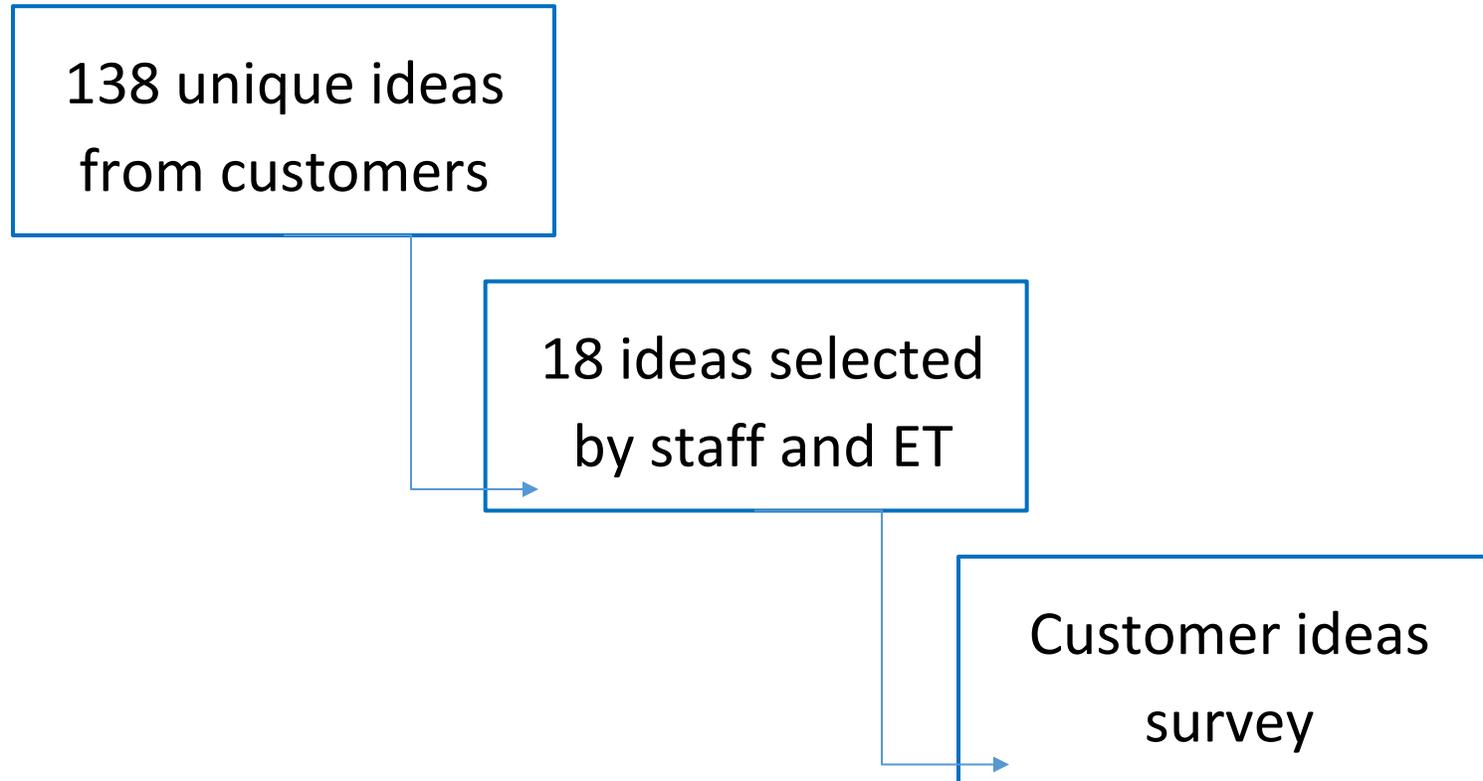


CX Focus Areas

- More convenient
- More timely and reliable
- Feel safer
- More comfortable
- Easier to use



Customer Ideas



Top 5 Customer Ideas



More shade, seating, shelters, or canopies at stops and stations



Provide access to restrooms and food & drink at high-traffic stops and stations



Expand access to real-time information (locations, arrivals, and service alerts)



Better visibility at bus stops



Speed up buses and trains



CX Action Items

List of projects for each CX Focus Area

- Funded UTA Projects
- Unfunded Customer Ideas



Metrics

Customer Satisfaction Survey scores organized by CX Focus Area

CX Focus Area	Bus		TRAX	
	Current	Goal	Current	Goal
More Convenient	3.66	4.03	3.95	4.15
More Timely & Reliable	3.63	3.90	3.88	4.07
Feels Safer	3.84	3.92	3.37	3.49
More Comfortable	3.99	4.07	3.43	3.55
Easier to Use	3.70	3.85	3.77	4.17



Metrics

Customer Satisfaction Survey scores organized by CX Focus Area

CX Focus Area	FrontRunner		Paratransit	
	Current	Goal	Current	Goal*
More Convenient	3.65	3.83	N/A	TBD
More Timely & Reliable	3.84	4.03	N/A	TBD
Feels Safer	3.98	4.12	N/A	TBD
More Comfortable	3.96	4.10	N/A	TBD
Easier to Use	3.94	4.14	N/A	TBD



Any Questions?

